

FIG.1

## 1 : CONTENT PROVIDING SYSTEM

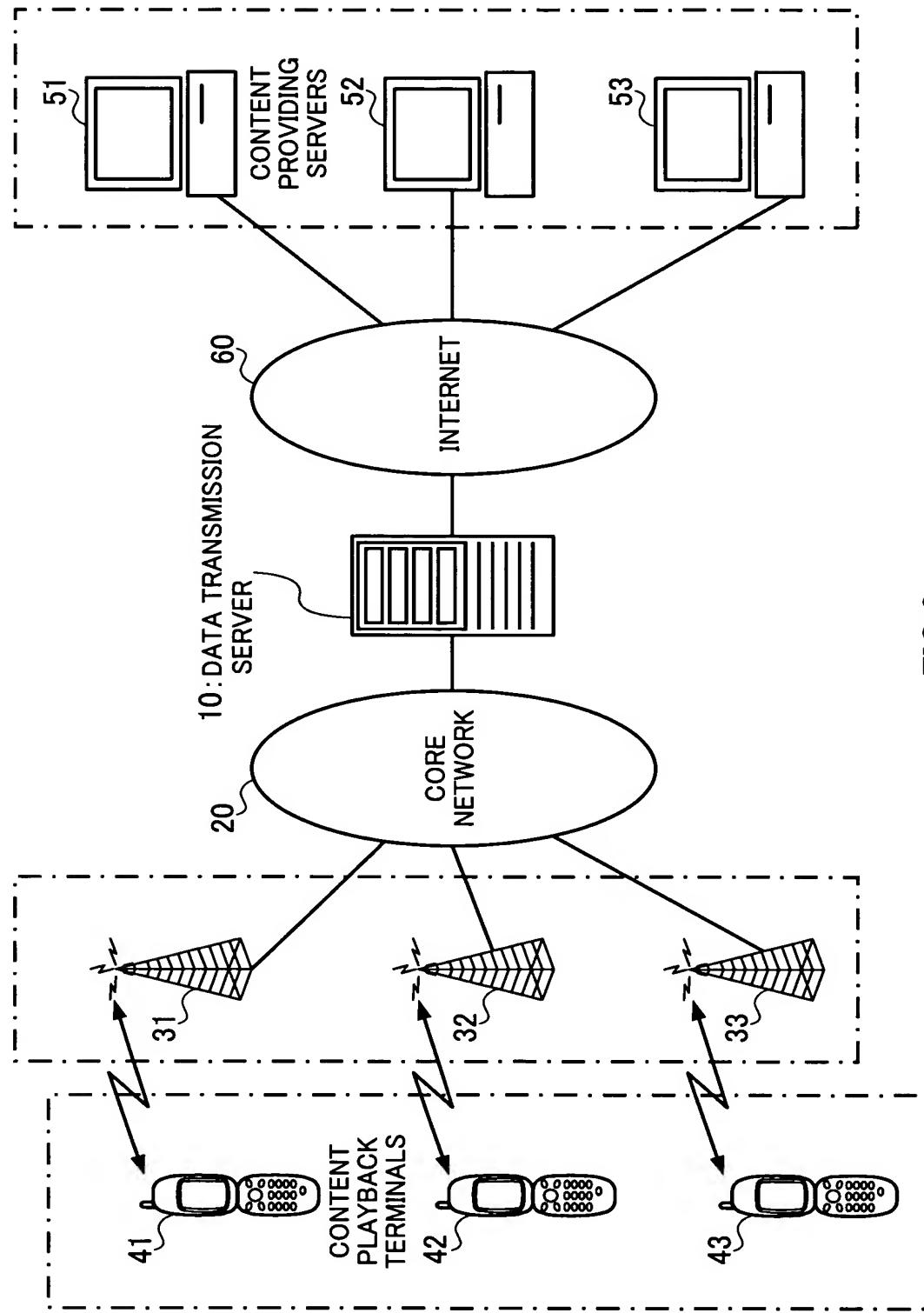


FIG.2

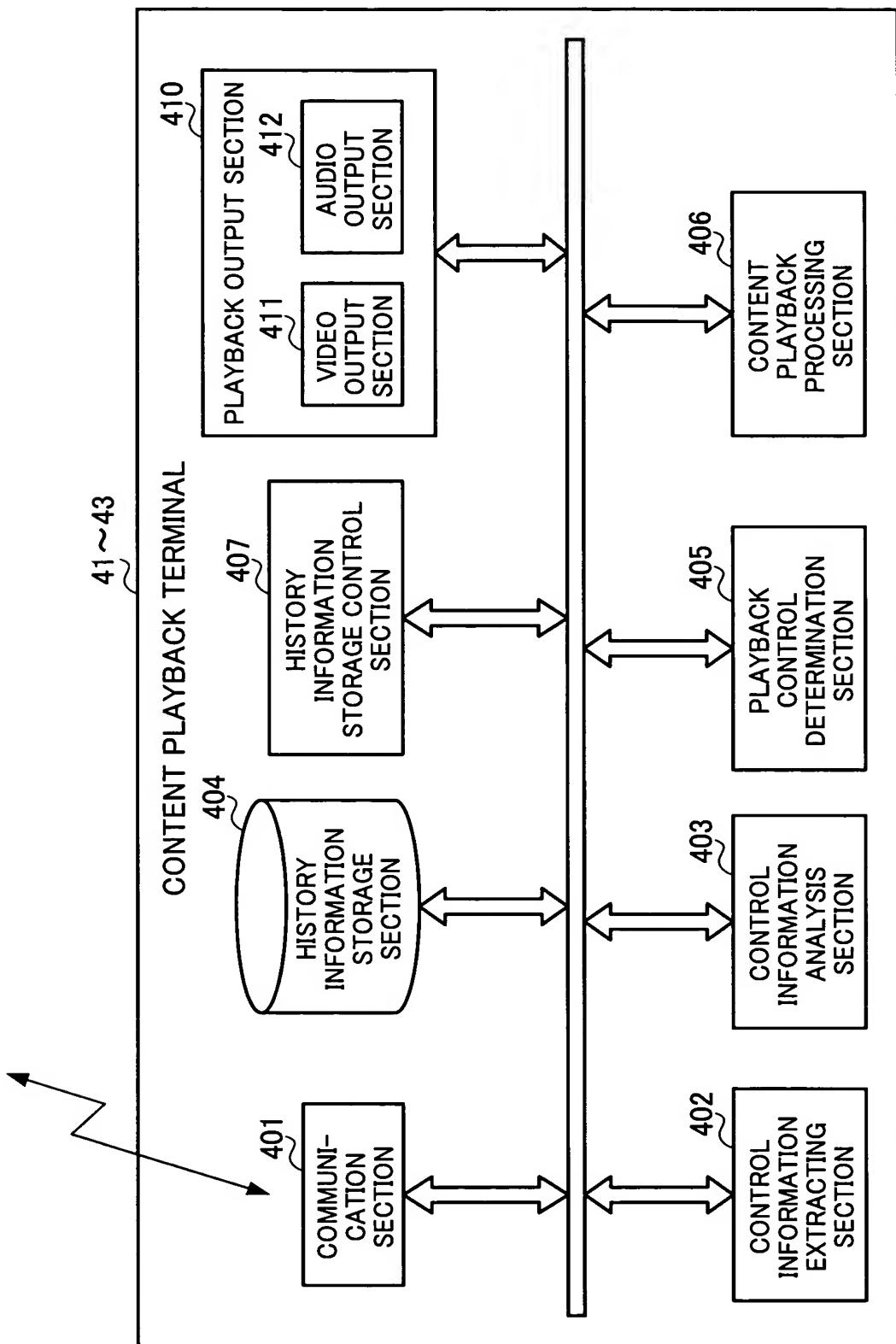


FIG.3

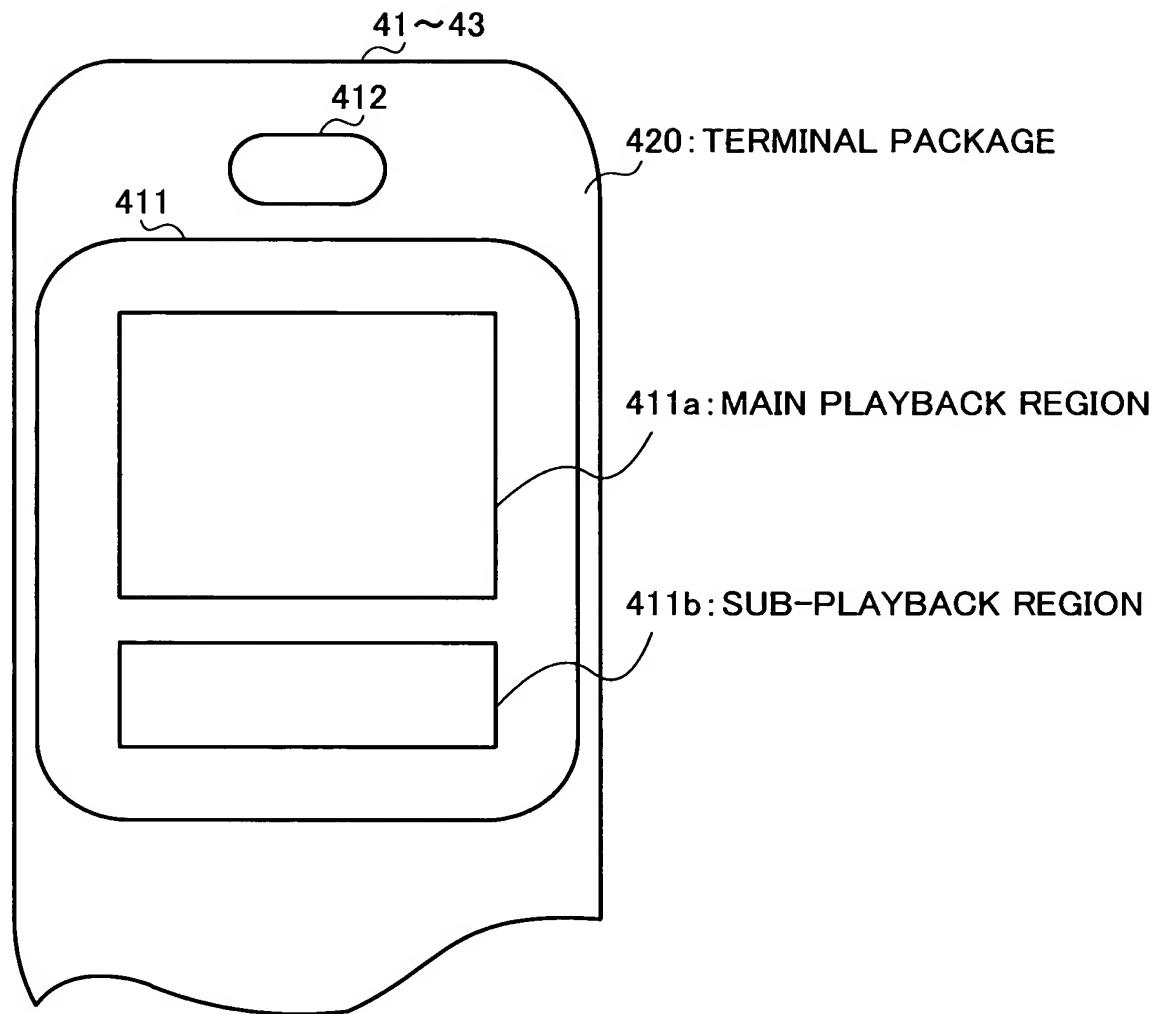


FIG.4

## CONTENT PLAYBACK INFORMATION

```
<smil>
  <head>
    <layout>
      <region id="a" top="10" left="10" width="180" height="180"/>
      <region id="b" top="190" left="10" width="180" height="20"/>
    </layout>
  </head>
  <body>
    <par>
      <audio src="AudioContent" />
      <video src="VideoContent" region="a" />
    </par>
    <switch>
      <text src="content1.html" region="b" context(rule.xml)="ACCESSORIES" />
      <text src="content2.html" region="b" context(rule.xml)="COSMETICS" />
      <text src="content3.html" region="b" context(rule.xml)="GOURMET" />
      <text src="content4.html" region="b" />
    </switch>
  </body>
</smil>
```

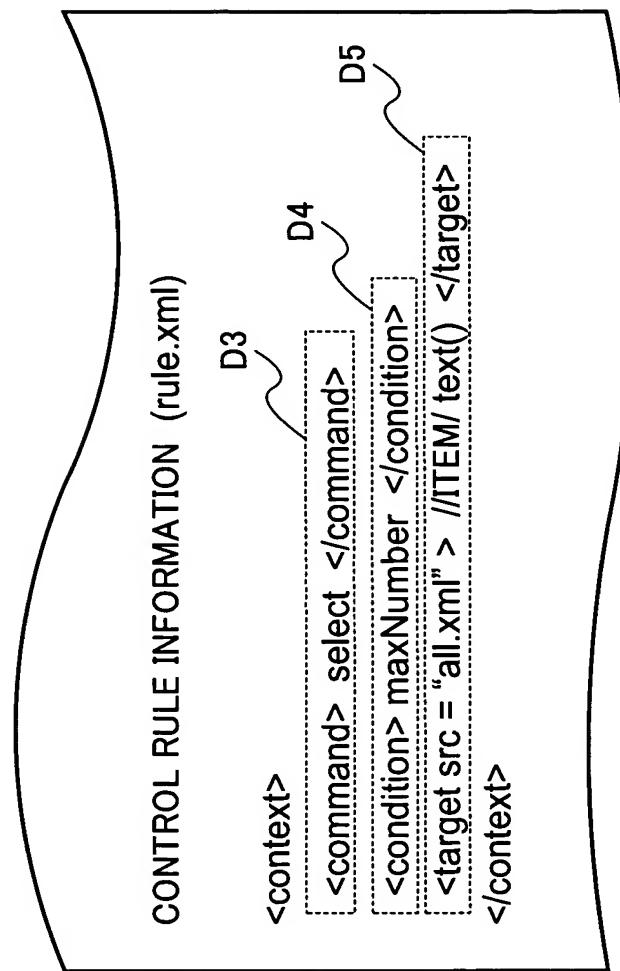


FIG. 6

```
<PURCHASE HISTORY INFORMATION name="all.xml" >
  <item>
    <PURCHASE TIME>2003.12.03 14:00 </PURCHASE TIME>
    <ITEM>COSMETICS</ITEM>
    <PRODUCT NAME>xxx</PRODUCT NAME>
  </item>
  <item>
    <PURCHASE TIME>2003.12.05 17:00 </PURCHASE TIME>
    <ITEM>ACCESSORIES</ITEM>
    <PRODUCT NAME>YYY</PRODUCT NAME>
  </item>
  <item>
    <PURCHASE TIME>2003.12.10 14:00 </PURCHASE TIME>
    <ITEM>COSMETICS</ITEM>
    <PRODUCT NAME>PRODUCT NAME</PRODUCT NAME>
  </item>
  <item>
    <PURCHASE TIME>2003.12.17 14:00 </PURCHASE TIME>
    <ITEM>GOURMET</ITEM>
    <PRODUCT NAME>xyz</PRODUCT NAME>
  </item>
  <item>
    <PURCHASE TIME>2003.12.24 14:30 </PURCHASE TIME>
    <ITEM>COSMETICS</ITEM>
    <PRODUCT NAME>xxx</PRODUCT NAME>
  </item>
</PURCHASE HISTORY INFORMATION>
```

FIG.7

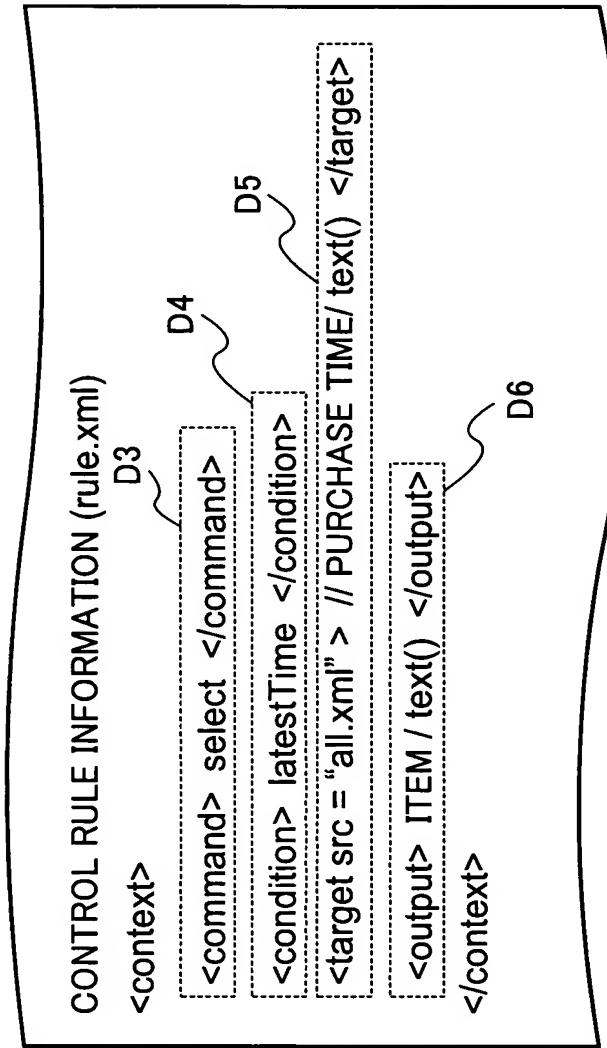


FIG.8